

Dashboards & Data Visualization

Term	Definition
Accessibility	The practice of designing dashboards and visuals so they are understandable and usable by everyone, including those with disabilities.
Aesthetics	Design elements that make dashboards more visually appealing and effective at communicating insights, including use of color, alignment, and white space.
Bullet Chart	A custom Excel chart that compares performance against qualitative ranges such as poor, satisfactory, and good, using stacked bars.
Color Blindness Consideration	Adjusting color choices in dashboards to ensure readability for users with red-green color blindness or other visual impairments.
Combination Chart	A chart that displays different types of data using two or more chart types, such as lines and bars, in a single graphic.
Dashboard	A visual display of key metrics and data, often contained on one page, used to summarize financial analysis and support executive decisions.
Data Visualization	The graphical representation of information and data using charts, graphs, and other visual elements to enhance understanding.
Enclosure	A pre-attentive visual technique using borders or shaded areas to draw focus to specific data points within a chart.
Gauge Chart	A custom-built chart in Excel resembling a speedometer, used to show progress toward a goal within defined thresholds.
Heat Map	A data visualization tool that uses color gradients to represent the magnitude of data values in a table format.
Line Chart	A basic chart that uses points connected by lines to show trends over time.

Pre-attentive Attributes	Visual cues like color, shape, and positioning that the brain processes quickly to draw attention to key data.
Scatter Plot	A chart that displays two variables on a Cartesian plane to identify correlations or trends.
Sparklines	Miniature graphs embedded in cells that provide a compact visual representation of data trends within a table.
Stacked Column Chart	A column chart where multiple data series are stacked on top of one another, used to show the composition of totals.
Storyboarding	The process of planning the sequence and structure of a presentation to guide an audience through the data toward a logical conclusion.
Tailoring the Message	The practice of adjusting data presentation based on the audience's background, expertise, and the context of delivery.
Tornado Chart	A horizontal bar chart used in sensitivity analysis to show the impact of variables on an outcome, with bars extending in both directions.
Visual Hierarchy	The arrangement of elements in a visual that guides the viewer's eye to the most important information first.
Waterfall Chart	A chart type that shows the cumulative effect of sequential positive and negative values, often used to explain financial changes.